

WEST BLVD. & DONALD ROSS RD. PROPOSED DEVELOPMENT

October 25, 2018



WELCOME

**Rhonda Anderson, COO
YMCA of Greater Charlotte**

YMCA

- Wellness-Centered Non-Profit
- 19 Locations
- 300,000 Members
- Serving the Charlotte Community for 140 Years



YMCA HISTORY & STATS

The Stratford Richardson YMCA
opened in 2007 with goal of
being a hub for the community



YMCA HISTORY & STATS

Serves 1,695
Households



YMCA HISTORY & STATS

- 65% of members have a Household Income of <\$20k
- Age of members
 - 20% are 25-34
 - 24% are 35-44
 - 23% are 45-54
 - 13% are 55-64
 - 18% are 65+



WHY STRATFORD RICHARDSON YMCA



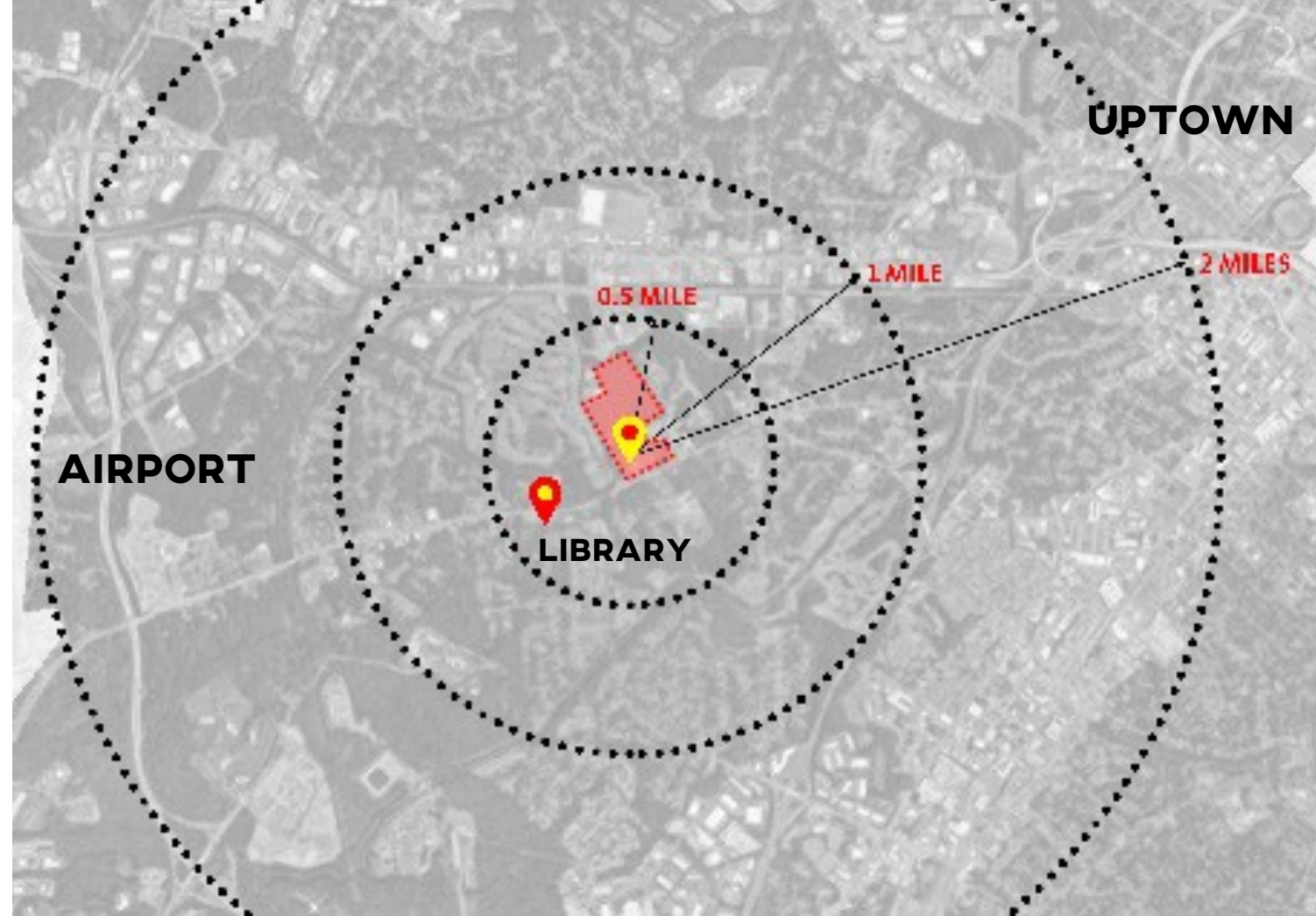


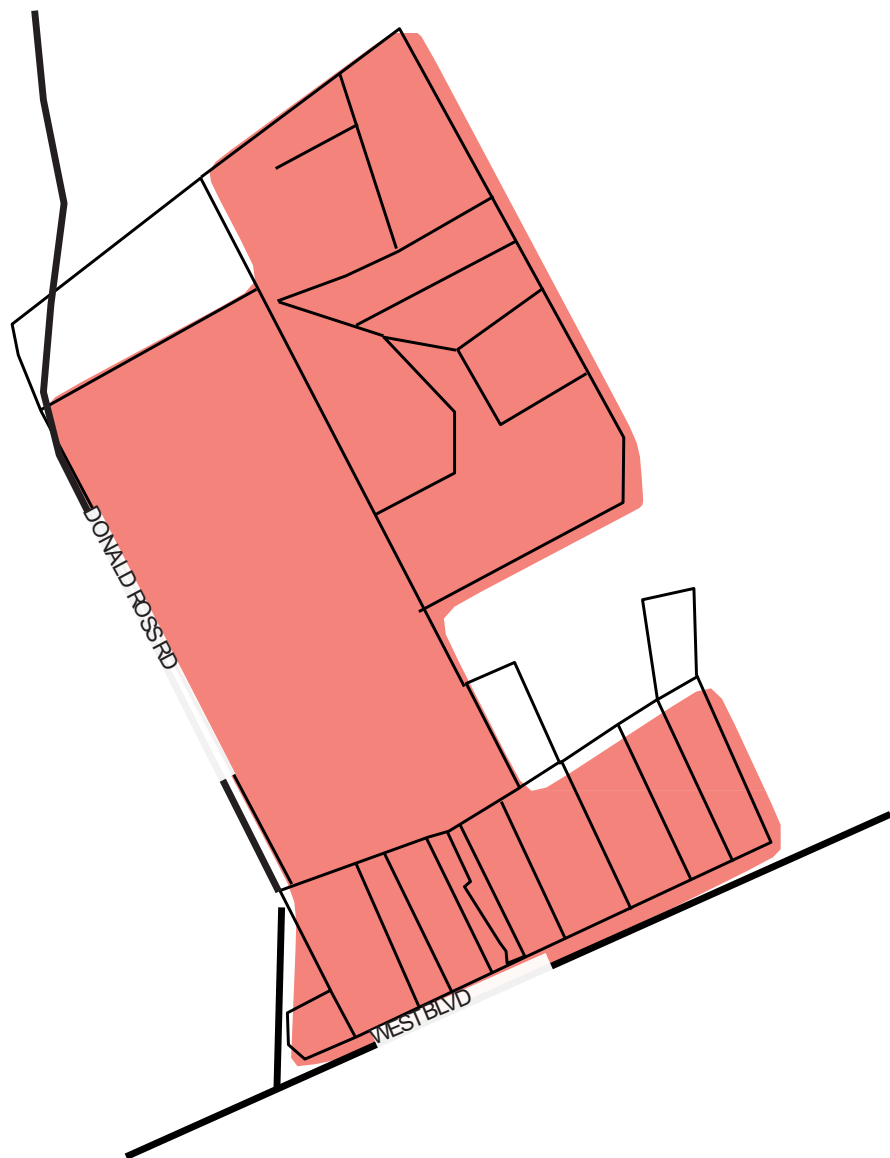
Dennis LaCaria
Mecklenburg
County



ABOUT THE SITE

West Blvd. & Donald Ross Rd.





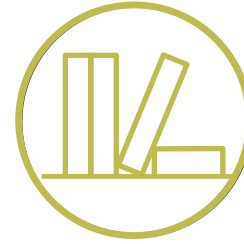




**COMMUNITY
RESOURCE
CENTER**



YMCA



LIBRARY



**COMMUNITY
RESOURCE
CENTER**



YMCA



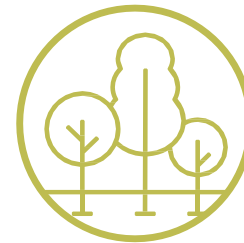
LIBRARY



RESIDENTIAL



COMMERCIAL



**COMMUNITY
SPACE**

An aerial photograph of a school campus. A large, multi-winged school building with a white roof and brick walls is the central focus. To its right is a large, paved parking lot with many cars parked. Further right is a grassy field, likely a sports field. The text "PROSPECT LANDING" is overlaid on the left side of the image in a large, bold, sans-serif font. The word "PROSPECT" is in a light olive green color, and "LANDING" is in a dark teal color.

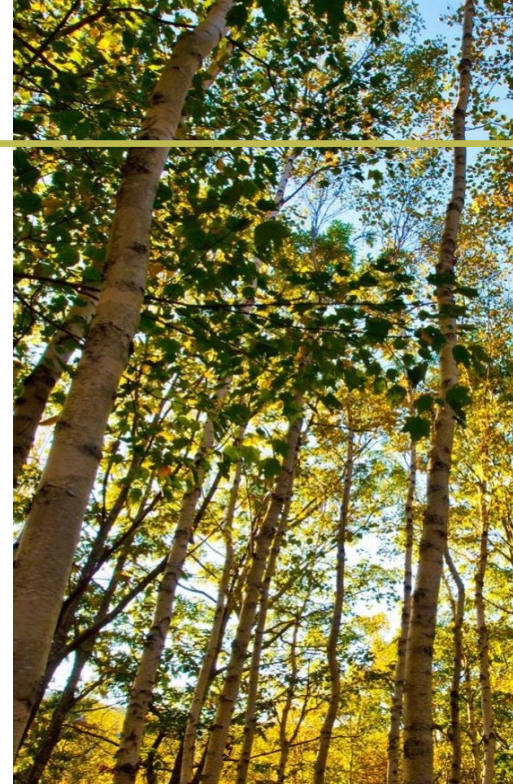
PROSPECT LANDING



Local



Inviting



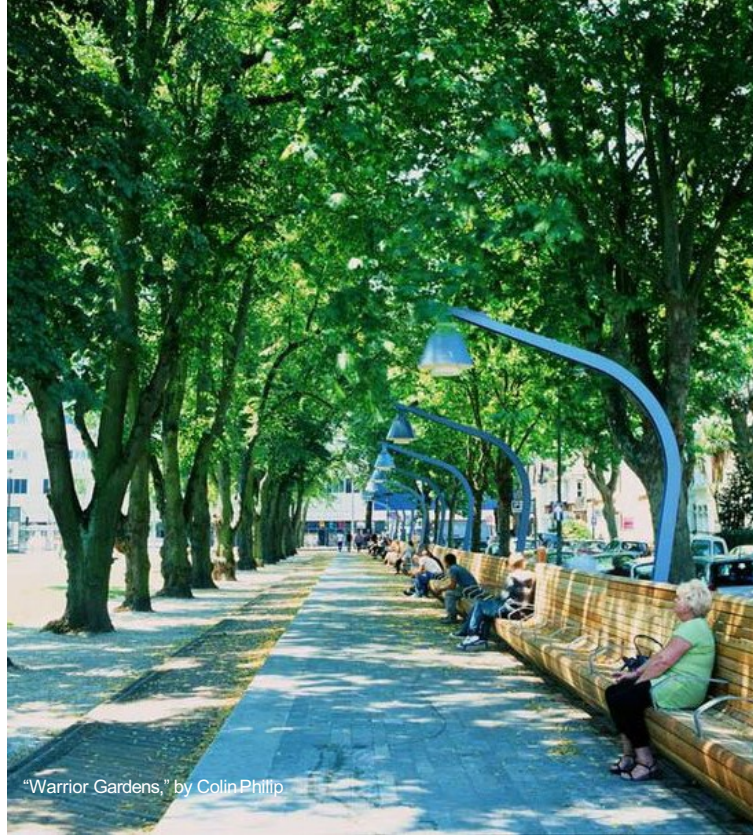
Connected



Forward



"Lonsdale Street," by MosaicHomes



"Warrior Gardens," by Colin Phillip



"Blooming City," by BureauB+B



"Tianjin Olaoyuan Park" by Turenscape Landscape Arch.



"Fremont Row," by MosaicHomes



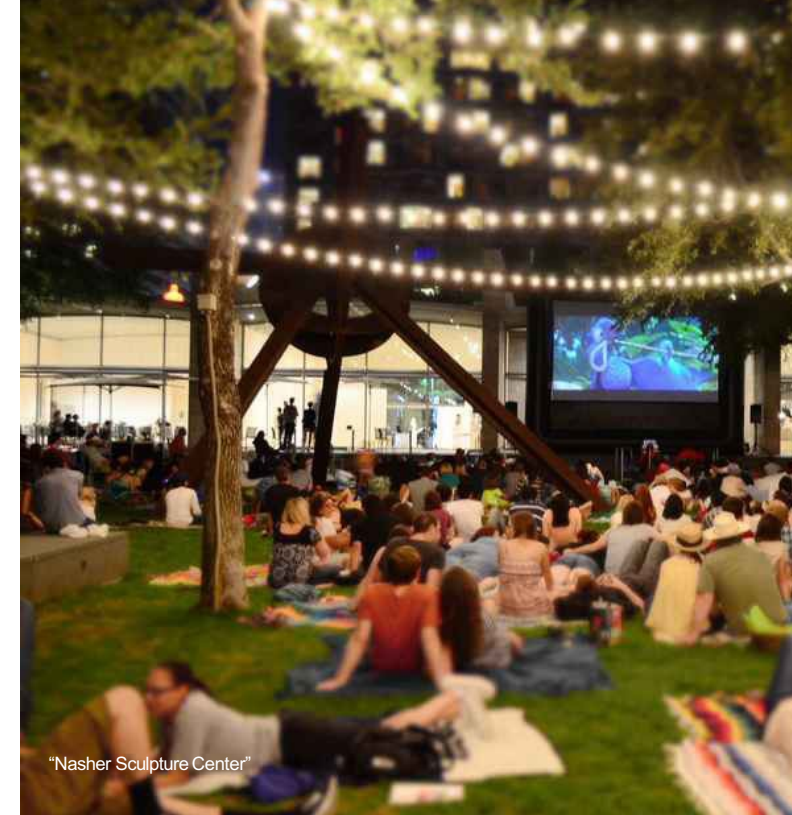
"The Green End," by OSA



"Mariposa Denver," by Denver Housing Au-



"Bath Spa Amphitheater"



"Nasher Sculpture Center"



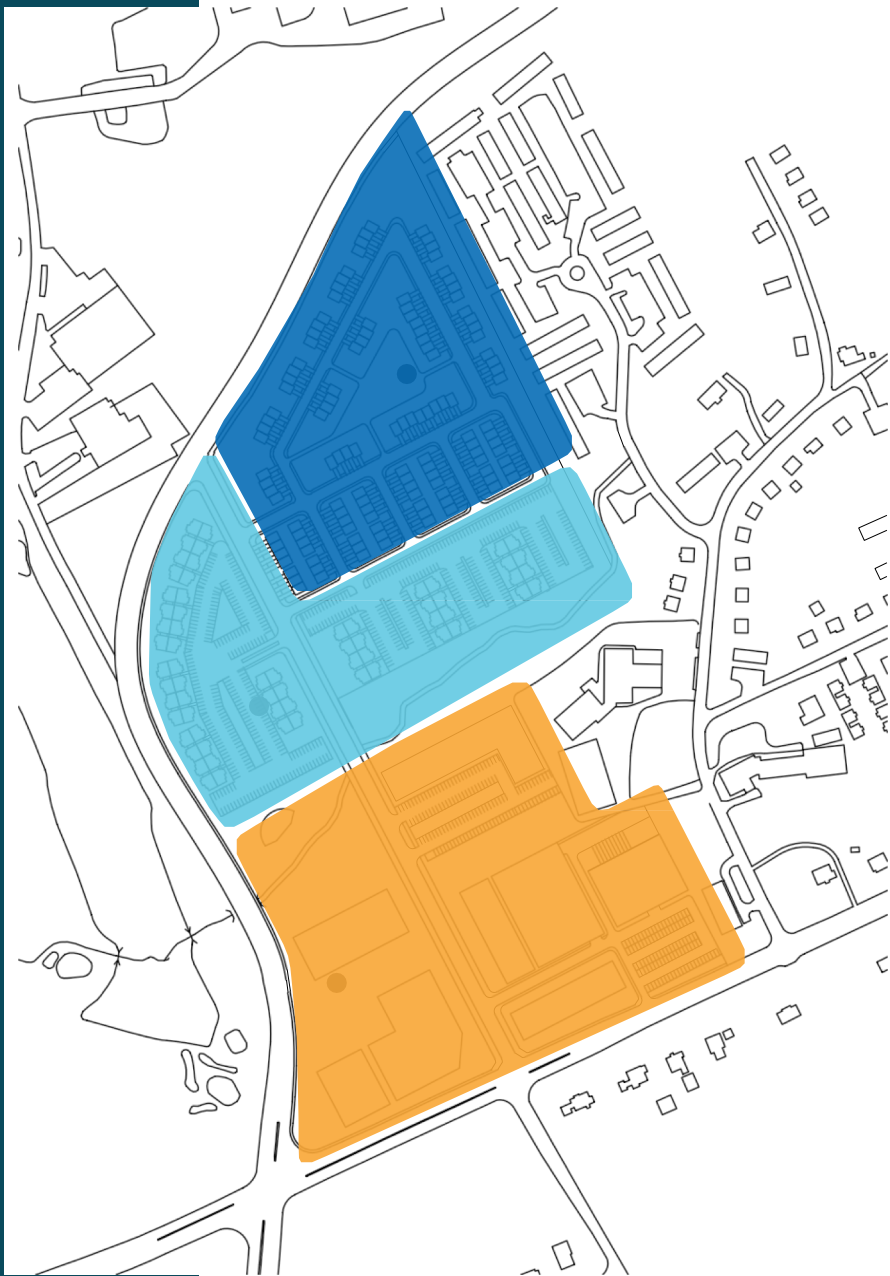
"Swann Fountain Philadelphia"

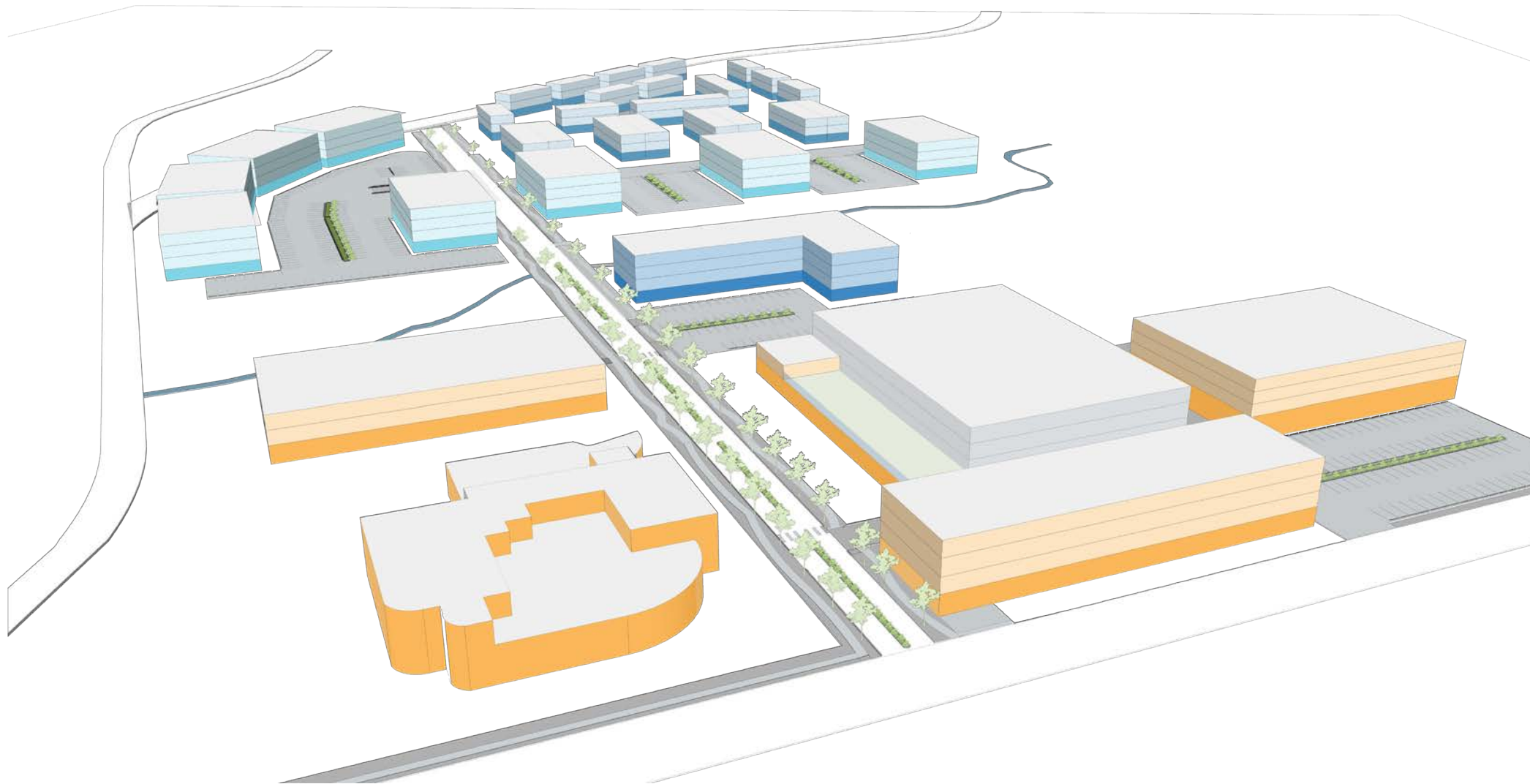


"The Rose," rendering by MSR Design



"Brown University Movie Night"











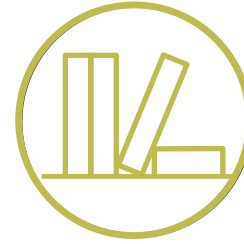




**COMMUNITY
RESOURCE
CENTER**



YMCA



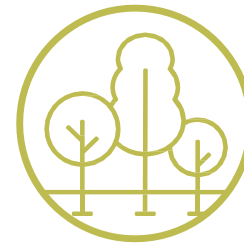
LIBRARY



RESIDENTIAL



COMMERCIAL



**COMMUNITY
SPACE**

ECONOMIC OPPORTUNITY

Explore how this proposed development could provide or support the economic opportunity and mobility of the residents and the broader community.

MIXED-INCOME HOUSING

Explore how this proposed development could provide or support the housing needs of the residents and the broader community.

COMMUNITY BUILDING & WELLNESS

Explore how this proposed development could provide or support the improved health and well-being of the residents and the broader community.

ECONOMIC OPPORTUNITY

**Mark Stewart & Jamila Davis,
Mecklenburg County
Office of Economic Development**

ECONOMIC OPPORTUNITY

Business

- Assisting potential & existing business owners navigating which support providers are most appropriate for their business needs
- Business services with neighborhood-based locations with weekend and evening hours
- Entrepreneurial Academy (High/Community)

Financial

- Credit Coaching
- Business funding and development

ECONOMIC OPPORTUNITY

Re-Entry

- Specialized Entrepreneurship Academy
- Understanding finances/Credit

Workforce

- Re-entry
- Youth
- Community
- Welfare to work



Who is a Small Business Owner?



BUSINESS CONCIERGE PROGRAM



Entrepreneurship & Small Business

MINORITY, WOMEN, SMALL BUSINESS ENTERPRISE PROGRAM

Doing Business With...

(vendor registration)

- Local Government
- State Government
- Federal Government

Certifications...

- City of Charlotte – Charlotte Business Inclusion (CBI)
- NC Office of Historically Underutilized Businesses (HUB)
- NC Department of Transportation (NCDOT)
- Small Business Administration (SBA)

Workshops

Outreach

Engagement

Navigate

Support

SOME PRODUCTS & SERVICES ROUTINELY PURCHASED

Office Supplies / Furniture
Office Equipment
Printing / Copying Services
Transportation
Rubber Gloves
First Aid / Safety Equipment
Sporting Goods
Automobiles
Auto Tires / Painting / Parts / Supplies
Glass Replacement
Transmission/Exhaust Repair
Dry Cleaning
Fuel/Oil
Janitorial / Supplies Services
Electrical / Supplies Services
Roofing
Landscaping / Lawn Maintenance
Fencing
HVAC Services & Supplies
Uniforms
Appliances
Carpet & Rug Cleaning / Replacement

Play Ground Equipment
Security Systems
Construction Equipment
Building Materials
Horticultural Supplies
Stone, Gravel and Sand
Fire Protection Equipment
Painting Services & Supplies
Concrete Services
Architect Services
Blue Print Service
Building / Window Cleaning (Exterior)
Floor Products
Hardware
Tiling Services
Door & Windows
Ceiling & Dry Wall Repair
Sign Making
Firearms / Ammo
Audio/Video Equipment
Computer Hardware/Software

THINGS TO THINK ABOUT

THINGS TO THINK ABOUT

What would you like to see in this development for each of the following topic areas?

- Workforce
- Youth Development
- Entrepreneurial (Retail, Shopping)
- Financial Management
- Vocational
- Incarceration Re-entry
- Other

MECKLENBURG COUNTY

Office of Economic Development

MARK A. STEWART

**Business Concierge
Program**

Mark.Stewart@MeckNC.gov
980.314.2987

JAMILA R. DAVIS

**Minority, Women, Small
Business Enterprise Program**

Jamila.Davis@MeckNC.gov
980.314.2940

MIXED-INCOME HOUSING

**Ashley Clark, UNC Charlotte Urban
Institute**

UNC CHARLOTTE URBAN INSTITUTE

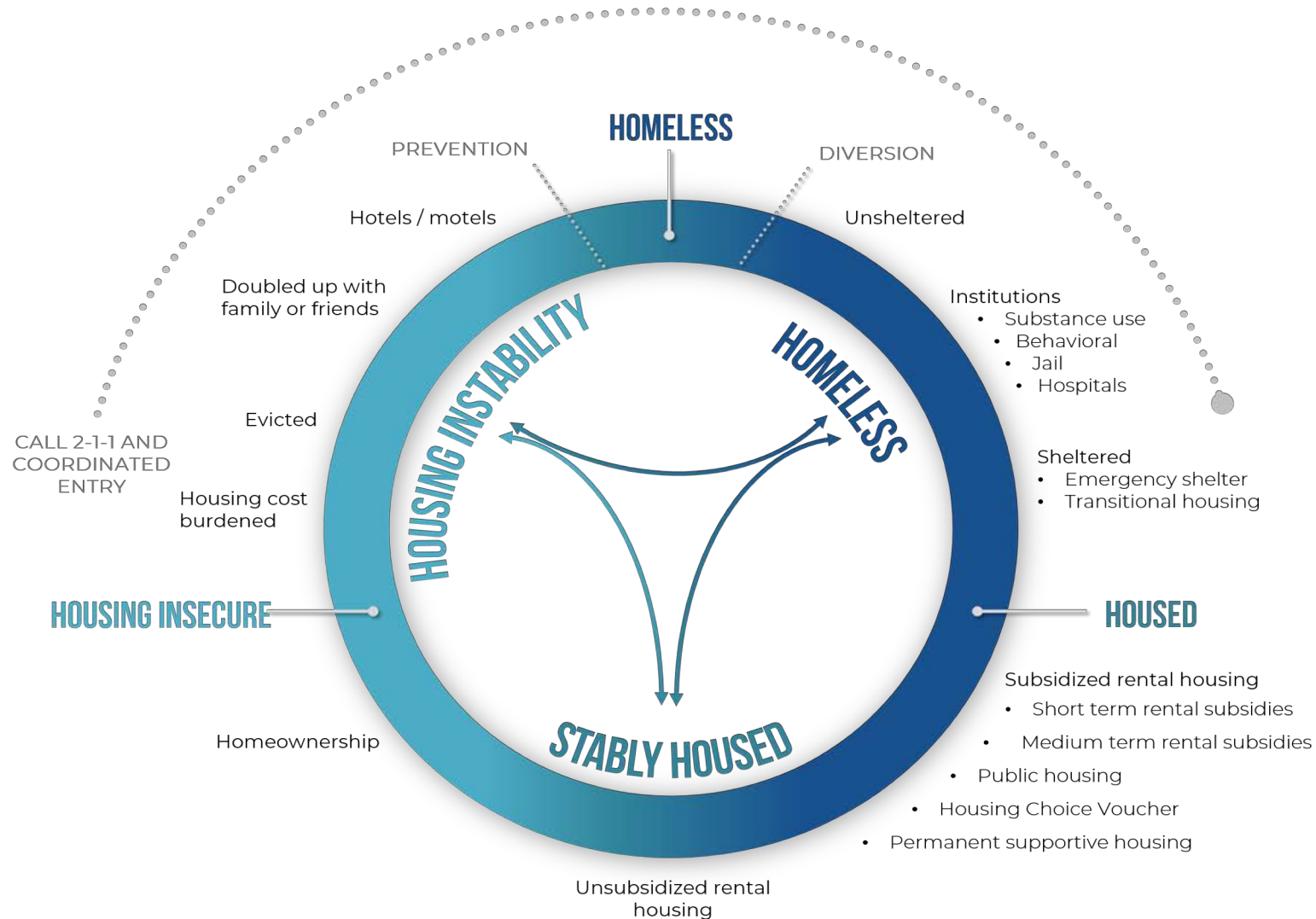
Applied research and community outreach center
at UNC Charlotte since 1969



PARTNERSHIP



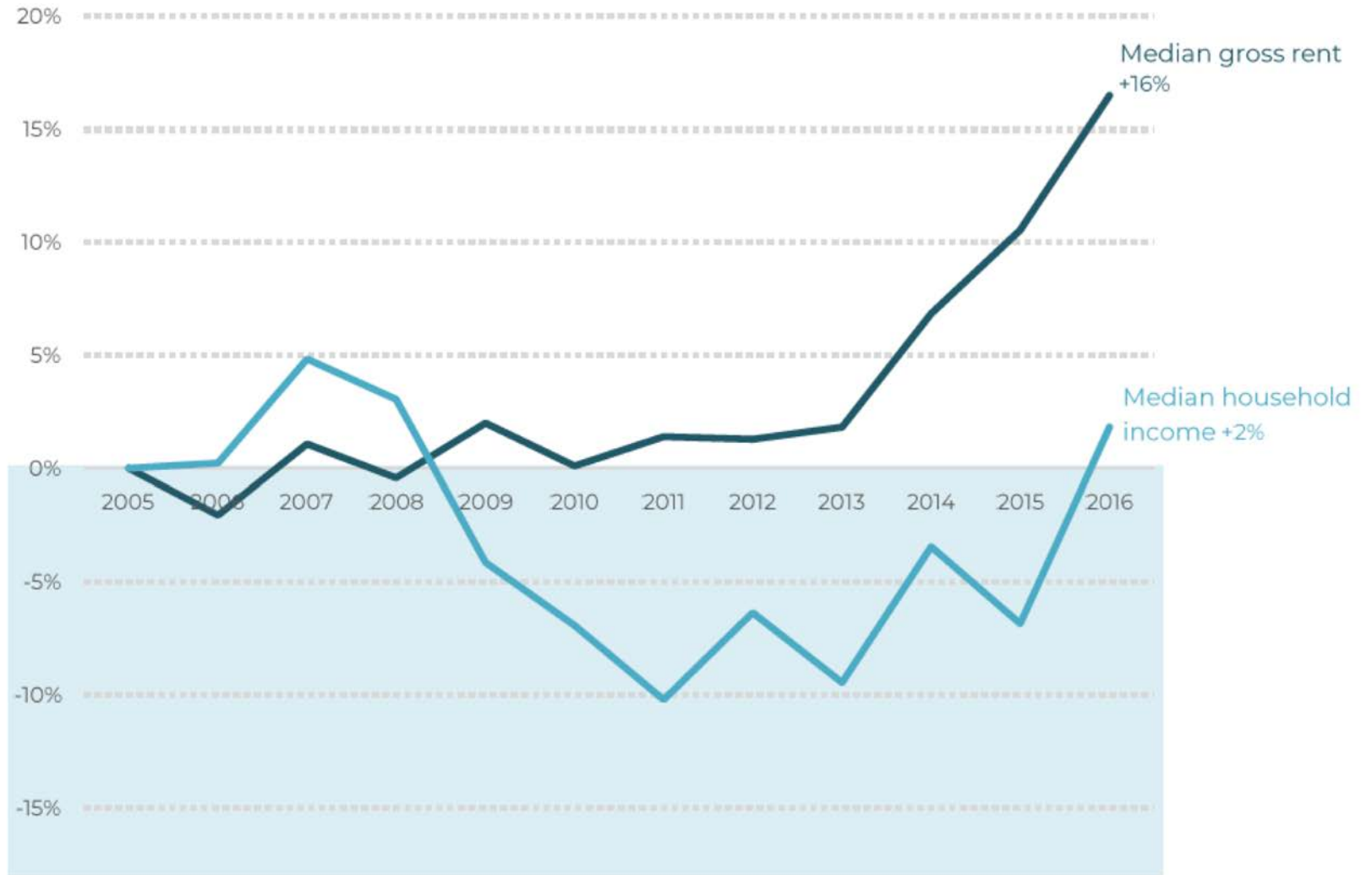
THE CONTINUUM



MIXED-INCOME HOUSING

- Diverse types of housing units
- Units affordable for people with a range of income levels

RENTAL HOUSING COSTS OUTPACE INCOME



Source: UNC Charlotte Urban Institute tabulations of U.S. Census Bureau American Communities Survey 1-Year Estimates.

COST-BURDENED RENTER HOUSEHOLDS (2012-2016)

57% West Blvd.

45% Meck. County

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-year Estimates.

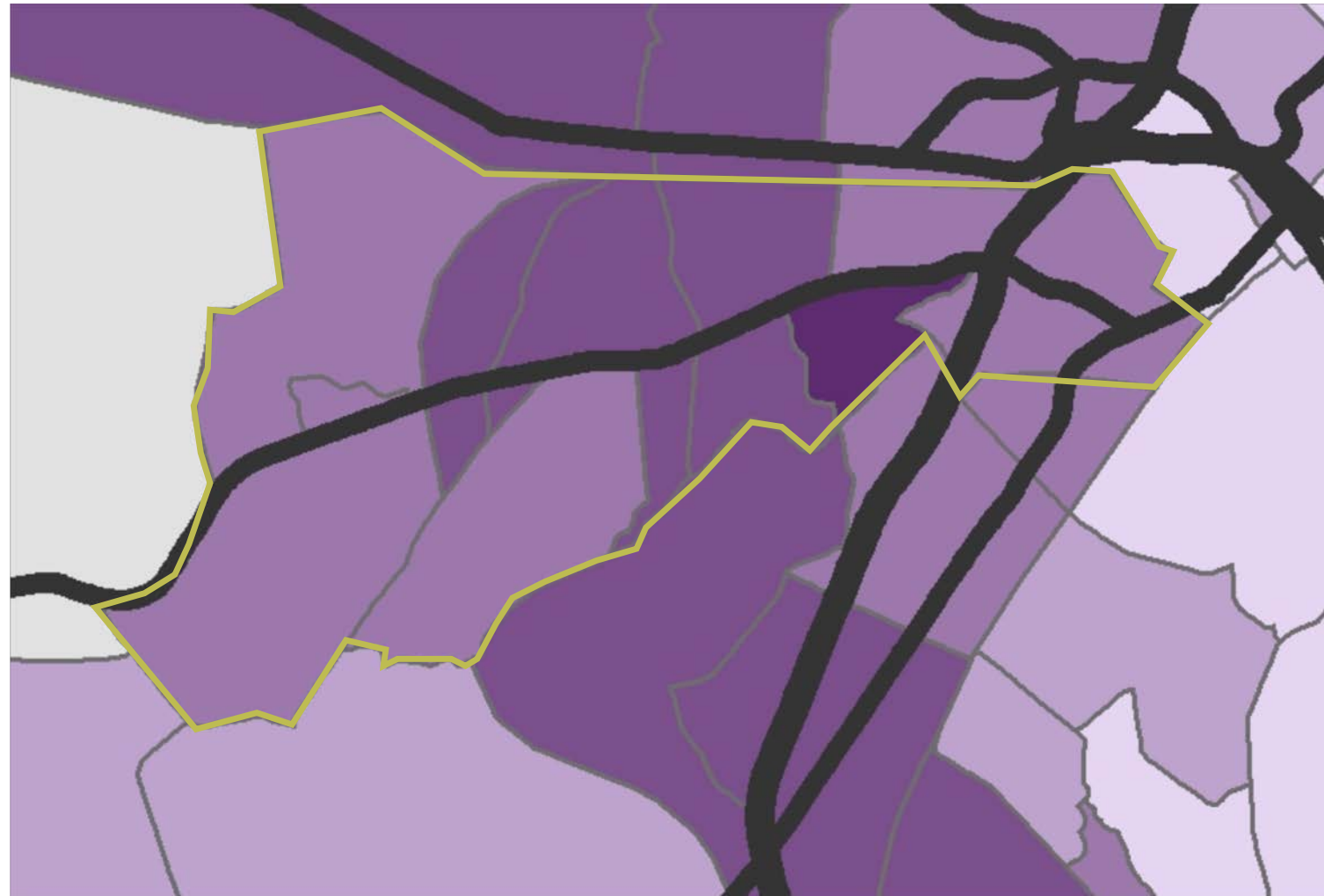
ATTEMPTS TO EVICT

2015

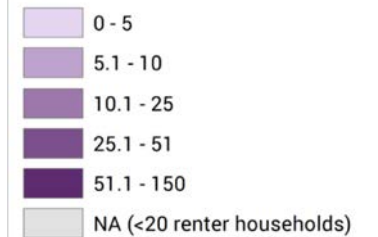
824 households

ATTEMPTS TO EVICT

2015



**Summary Ejectments
per 100 Renter Households**



MINIMUM WAGE

At \$7.25/ hour at 40 hours...

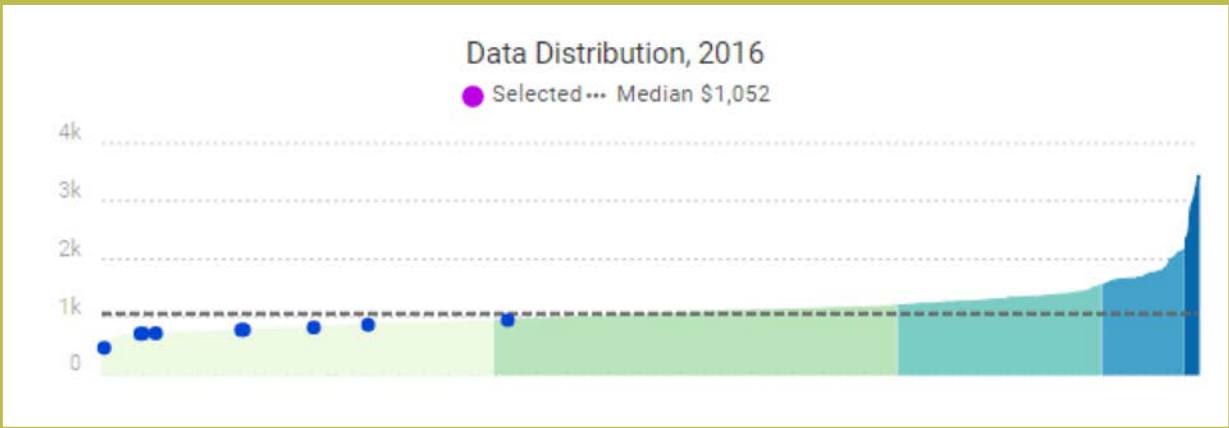
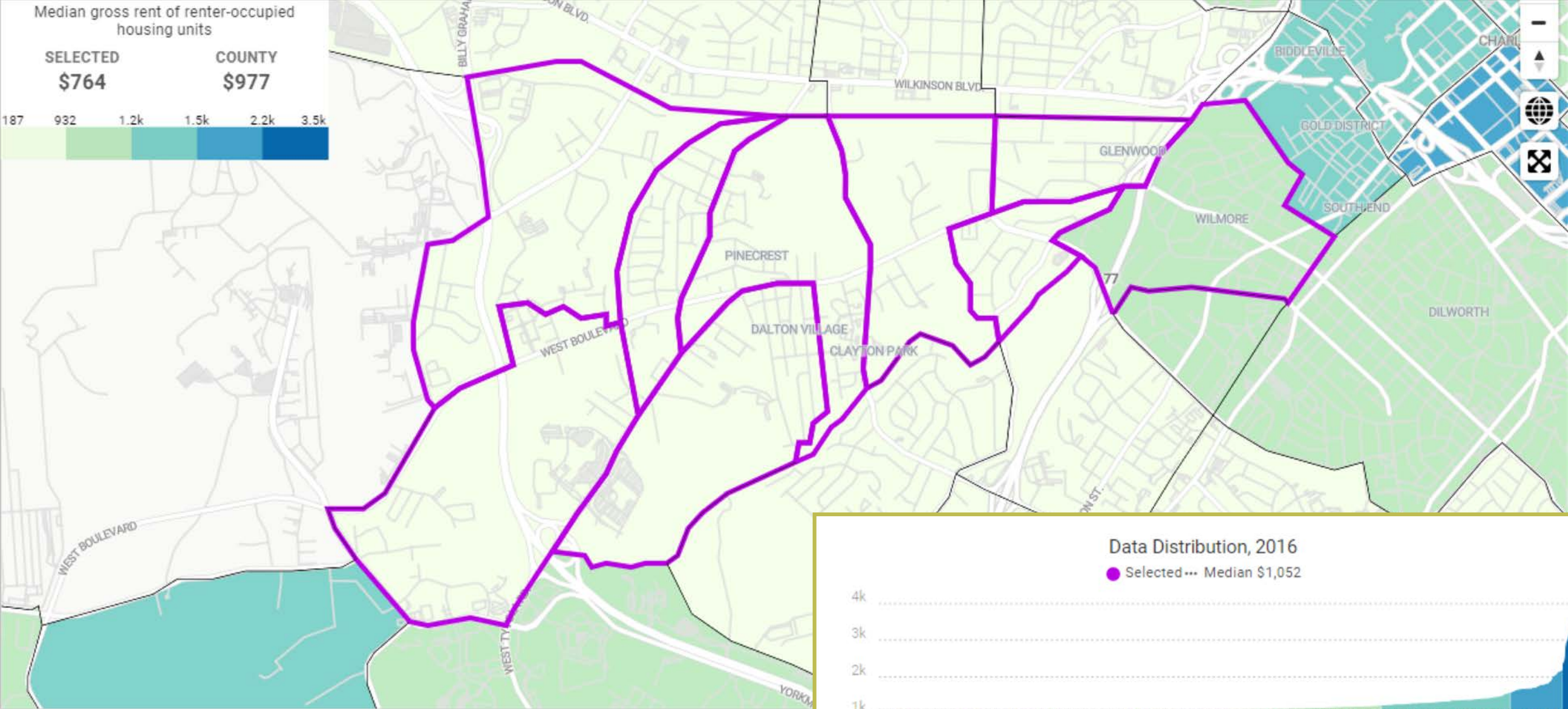
a household could afford rent of **\$377**

FY18 FAIR MARKET RENT IN CHARLOTTE-MECKLENBURG

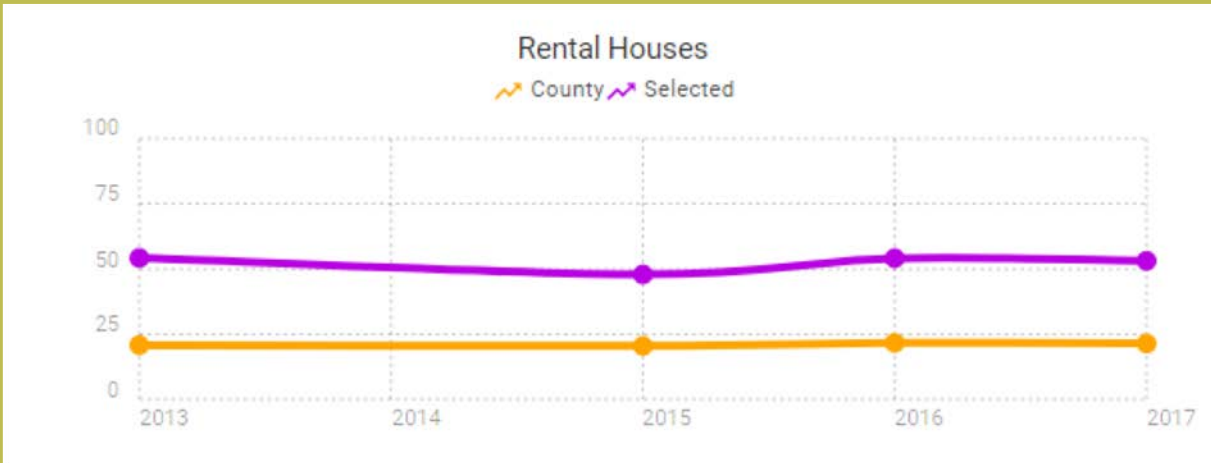
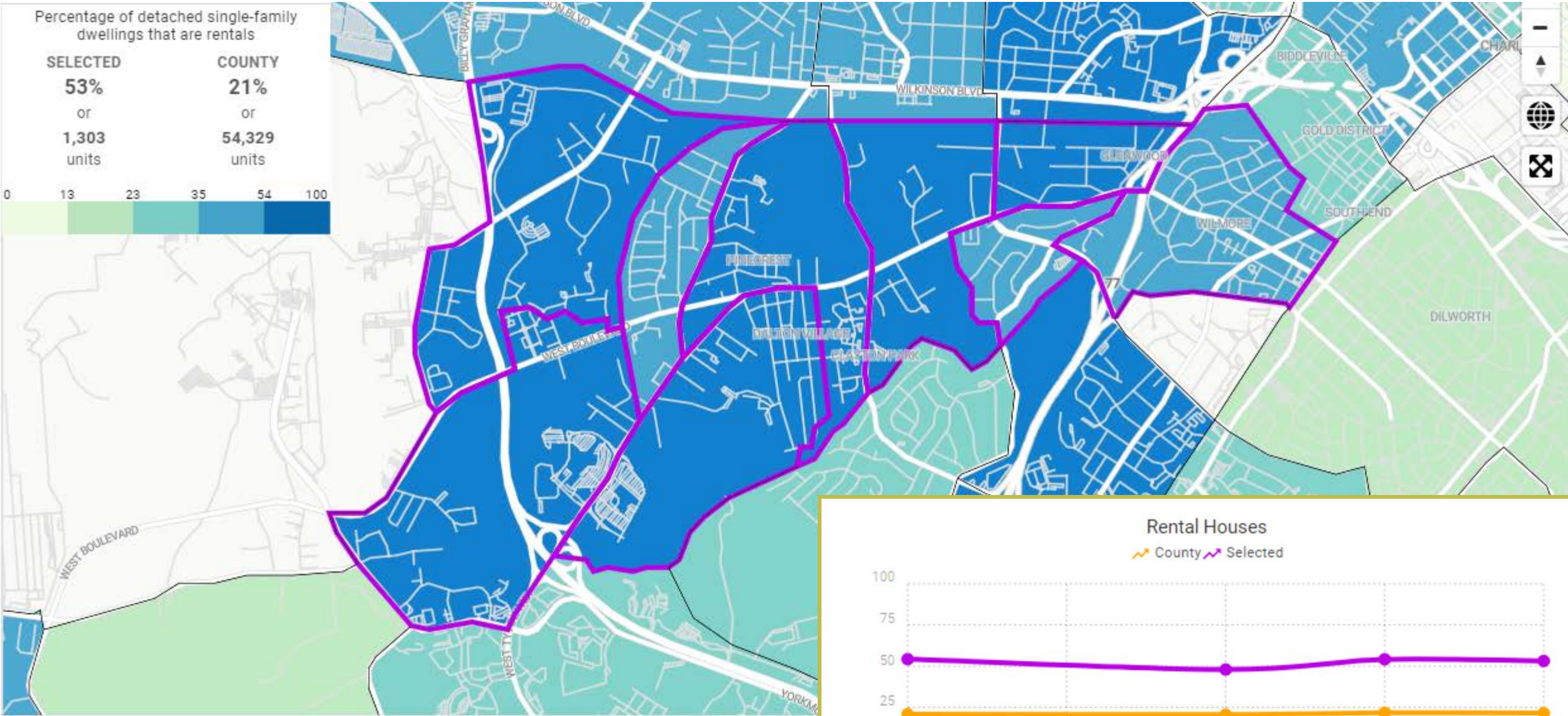
Efficiency	1 Bedroom	2 Bedrooms	3 Bedrooms	4 Bedrooms
\$777	\$838	\$967	\$1,310	\$1,681



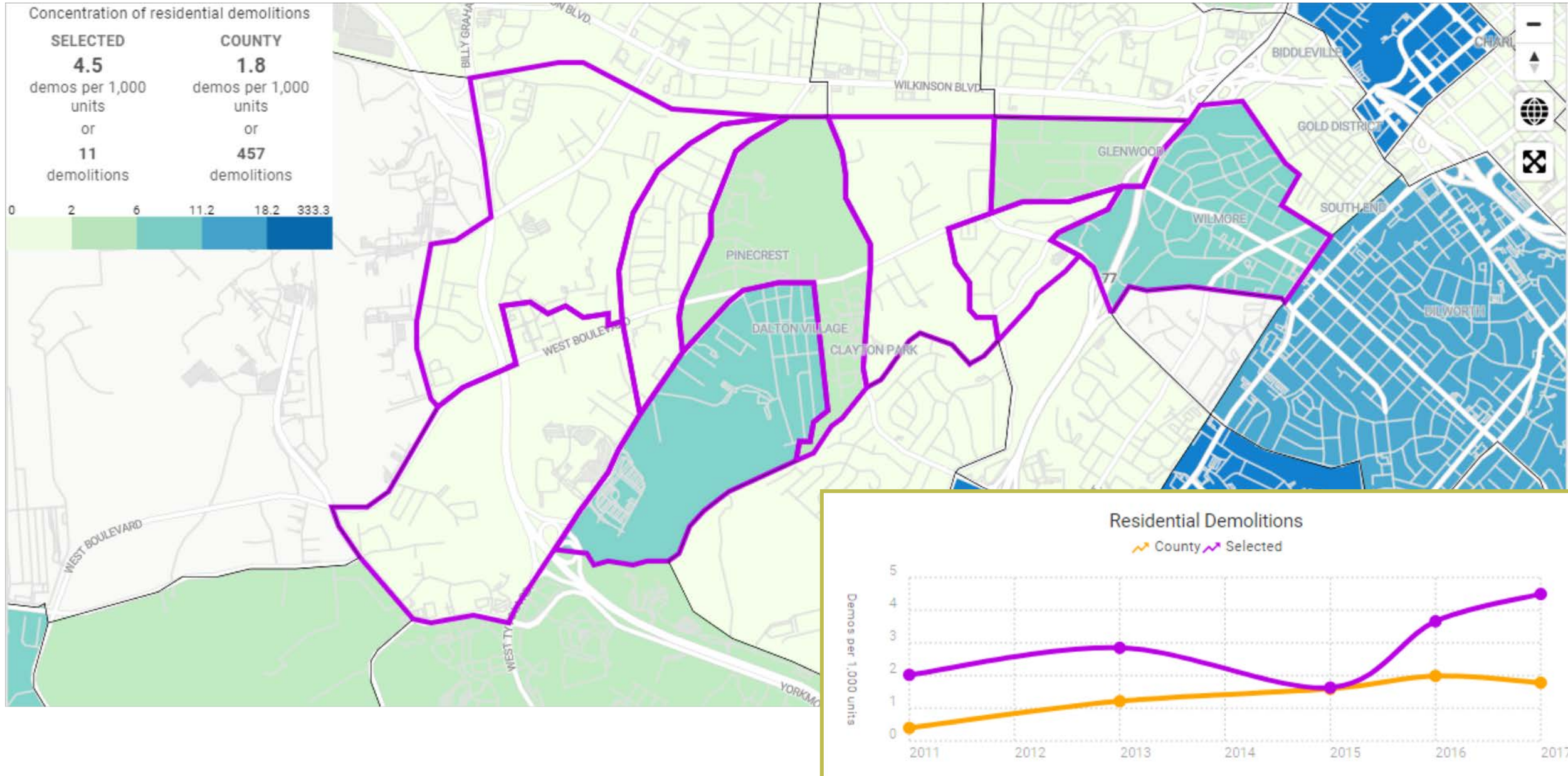
RENTAL COSTS



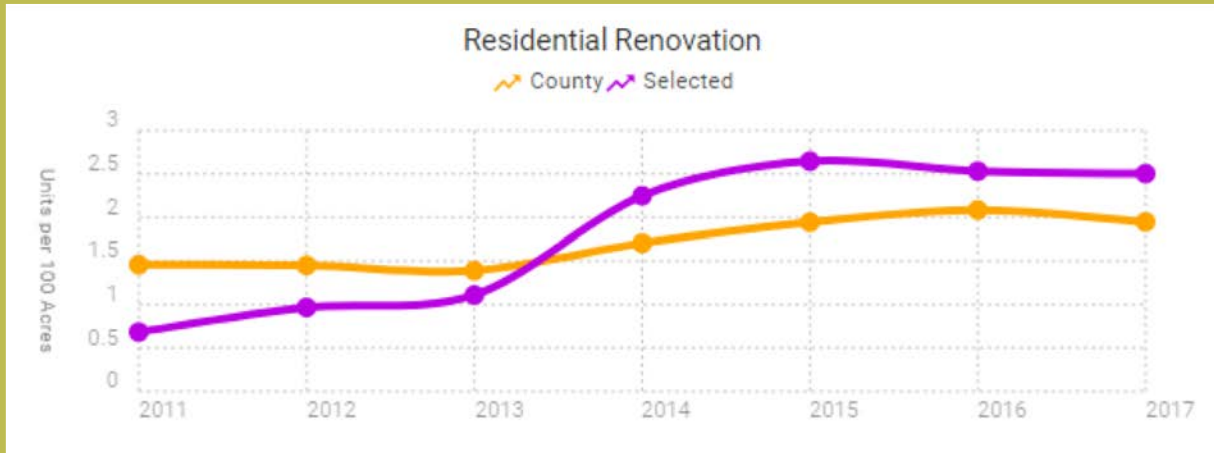
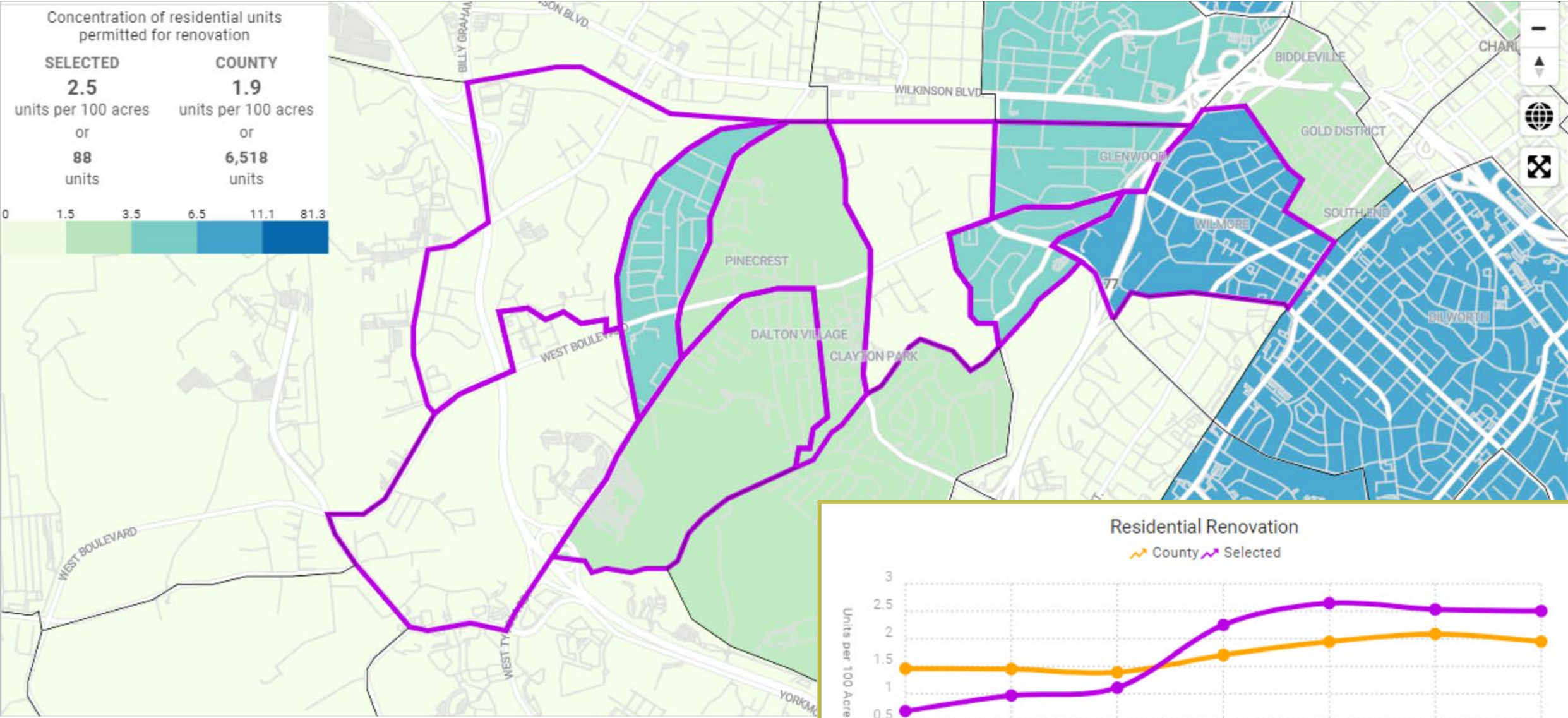
RENTAL HOUSES



RESIDENTIAL DEMOLITIONS



RESIDENTIAL RENOVATIONS



THINGS TO THINK ABOUT

THINGS TO THINK ABOUT

What types of housing make up a neighborhood/healthy community?

What are things you think are important for a community to have?

THINGS TO THINK ABOUT

What are key components of this development that would help drive towards that vision of the community?

What types of residences would you want to incorporate?

THINGS TO THINK ABOUT

What concerns and neighborhood context do you want the county to take into consideration?

COMMUNITY BUILDING & WELLNESS

**LaKishia Brown,
Mecklenburg County**

**Sue Dissinger & Victor Nicholson,
YMCA Greater Charlotte**

THINGS TO THINK ABOUT

THINGS TO THINK ABOUT

What does healthy living mean to you?

What's most critical for you and your family's wellness?

What are your biggest barriers to optimum health?

What concerns do you have? What other services do you think this community needs?

NEXT STEPS



NEXT STEPS

Stratford Richardson YMCA

THURSDAY, NOVEMBER 15

6pm

Community Conversations

What we've heard

SURVEY & COMMENT CARDS

bit.ly/October25Mtg

INFORMATIONAL WEBSITE

bit.ly/westblvd

EMAIL

reddevelopment@mecklenburgcountync.gov